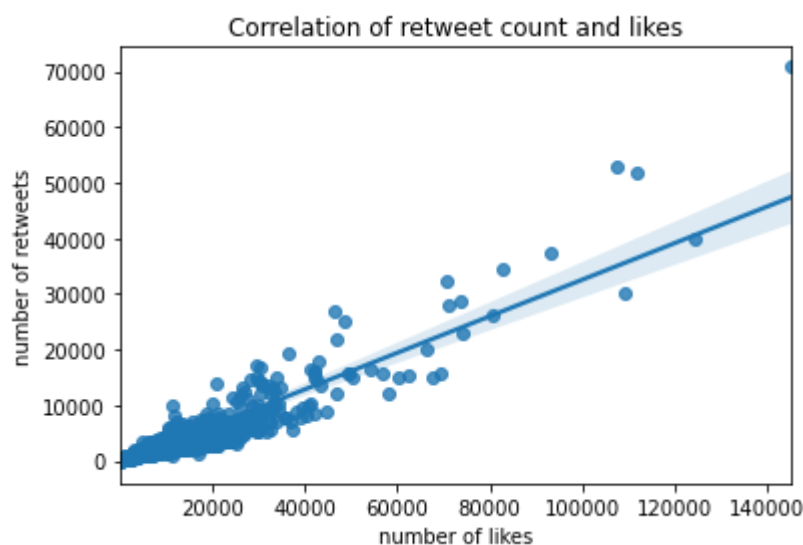


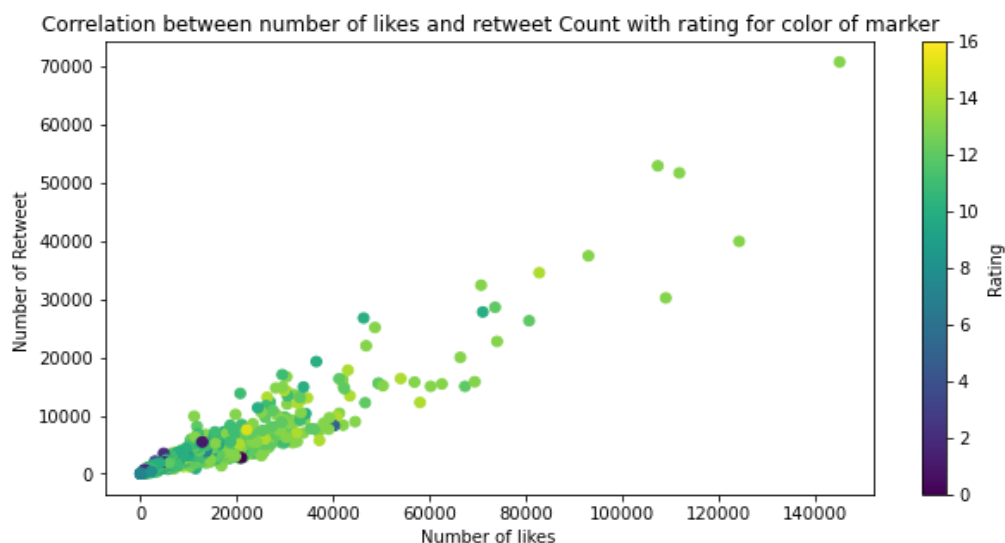
WeRateDogs is a popular twitter account that rates people's dogs with humorous comments. In this project, I gathered data about this account manually from their archive file send to Udacity, programmatically from Udacity's servers and via the Twitter API using tweepy. The main insights I found are presented below.

My analysis indicates that WeRateDogs tweets overwhelmingly receive more likes than they get retweeted. I think this largely applies not just to the WeRateDogs account but to pretty much every Twitter account. The reason could be because a retweet gets broadcasted to all your followers while a favourite is a bit more private.

There is a strong positive correlation between favourite count and retweet count. This means that tweets that have higher retweet count tend to have higher favourite count as well. No big surprise here, if you retweet something you probably liked it. Also, retweets increase visibility of the tweet because it exposes it to many more users even those that don't follow the source account. This relationship is aptly illustrated in the scatter plot below.



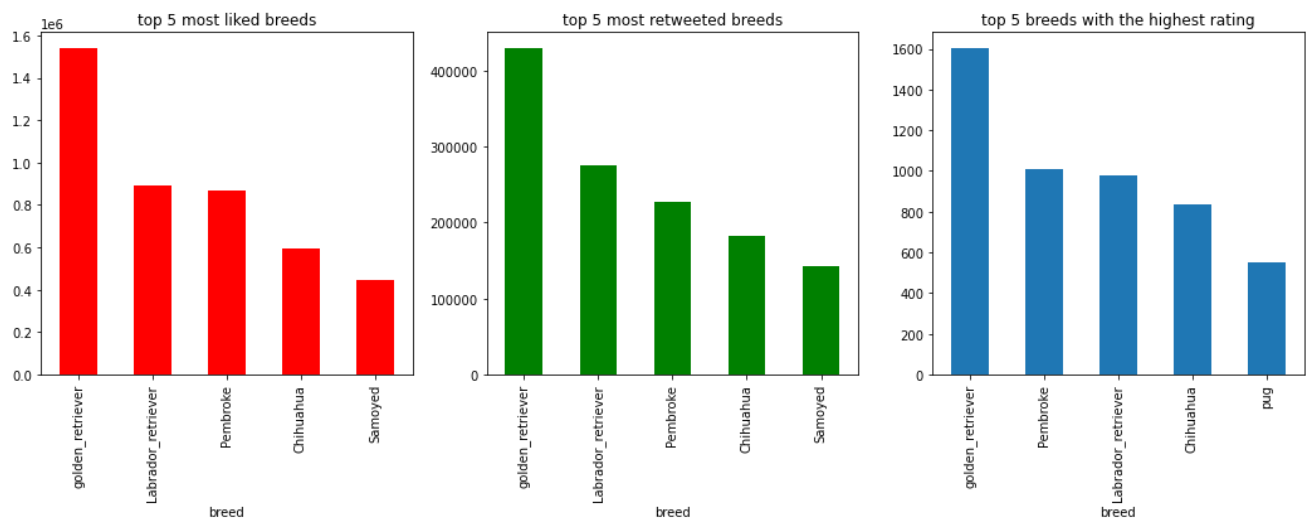
Dogs that have higher ratings tend to have higher retweet and favourite counts. Typically, if something is rated highly, it has some outstanding qualities. And people are generally drawn more towards things that are outstanding. It is therefore, not surprising to find that highly rated dogs tend to get more favourites and likes as highlighted below.



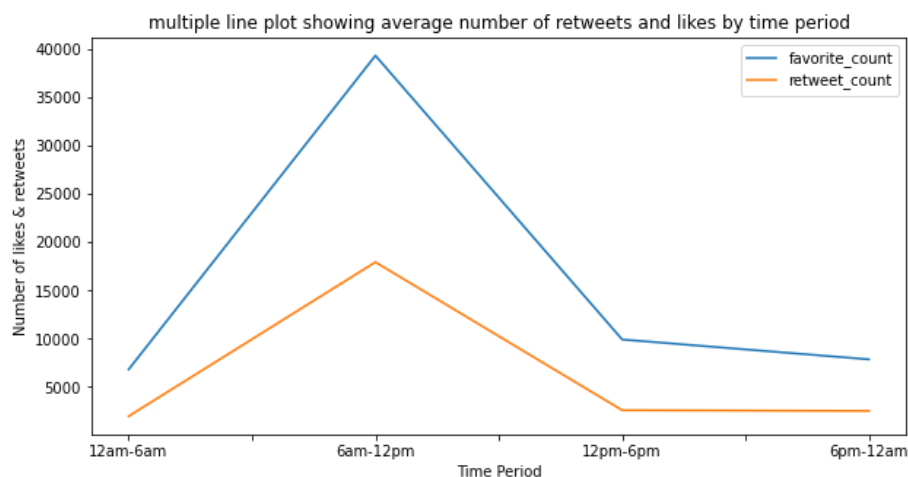
The chart above shows that the darker dots which represent the lower ratings are more concentrated in the parts where the favourites and retweets counts are much lower.

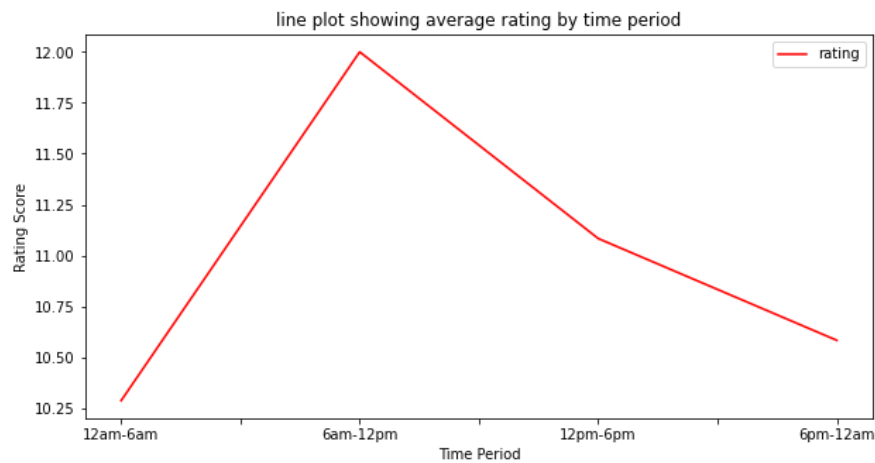
However, it is worth noting that most dogs generally do tend to receive high ratings. The illustration above shows that the majority of the ratings are above 10. Either most of the dogs are really good dogs or WeRateDogs is very generous with their ratings.

Golden retrievers are the darlings of the dog universe! I grouped all the identified dog breeds by ratings, favourites and retweet count and golden retrievers claimed the top spot in every variable.



The best time of the day to tweet might just be between 6am and 12 midday. My analysis shows that tweets that were created during this time garnered the highest average retweet count, favourite count and ratings count.





Lastly, findings indicate that newer tweets i.e. those made about 300 days after the oldest tweet in the archive file provided tend to have more retweets and favorites. Perhaps the older tweets were affected because the account probably had less followers then.